Pan Li

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PROFESSIONAL EMPLOYMENT

Georgia Institute of Technology, Scheller College of Business Atlanta, GA
Assistant Professor in Information Technology Management (tenure-track) July 2023 - present

EDUCATION

New York University, Stern School of Business New York, NY
Ph.D. in Information System May 2023
Advisor: Alexander Tuzhilin

University of Science and Technology of China Anhui, China
B.S., Mathematics & Computer Science (Special Class for the Gifted Young) June 2017

RESEARCH INTERESTS

- Technical Design of IS Artifacts
- Personalization, Recommender Systems and Consumer Modeling/Understanding
- Deep Learning, Reinforcement Learning, NLP, and LLM Techniques

INDUSTRY EXPERIENCE

Visiting Researcher, Google Brain May 2022 - Jan 2023
Research Intern, Alibaba Sep 2020 - July 2021
Research Intern, Baidu Sep 2016 - Mar 2017
Research Intern, Sinovation Ventures June 2017 - Aug 2017

JOURNAL PUBLICATIONS

[J1] Pan Li, Alexander Tuzhilin, "When Variety-Seeking Meets Unexpectedness: Incorporating Variety-Seeking Behavior into Design of Unexpected Recommender Systems", *Information System Research* (**ISR**) Volume: 35 Issue: 3, pp.1257-1273. (2023)

[J2] Pan Li, Maofei Que, Alexander Tuzhilin, "Dual Contrastive Learning for Efficient Static Feature Representation in Recommender System", Forthcoming at *IEEE Transactions on Knowledge and Data Engineering* (**TKDE**) Volume: 36 Issue: 2, pp. 544-555 (2023)

[J3] Moshe Unger, **Pan Li**, Shahana Sen, Alexander Tuzhilin, "Reconstructing Universal Embeddings of Customers from Domain-Specific Embeddings", *ACM Transactions on Management Information Systems* (**TMIS**) Volume 14, Issue 2, Article No. 20, pp 1–30 (2023)

[J4] Pan Li, Alexander Tuzhilin, "Dual Metric Learning for Effective and Efficient Cross-Domain Recommendations", Forthcoming at *IEEE Transactions on Knowledge and Data Engineering* (**TKDE**) Volume: 35 Issue: 1, pp. 321 - 334 (2023)

[J5] Pan Li, Brian Brost, Alexander Tuzhilin, "Adversarial Learning for Cross-Domain Recommendations", *ACM Transactions on Intelligent Systems and Technology* (**TIST**) Volume 14, Issue 1, Article No. 5, pp 1–25 (2022)

[J6] Pan Li, Alexander Tuzhilin, "Learning Latent Multi-Criteria Ratings from User Reviews for Recommendations" , *IEEE Transactions on Knowledge and Data Engineering* (**TKDE**), Volume: 34 Issue: 8, pp. 3854 - 3866 (2022)

[J7] Pan Li, Alexander Tuzhilin, "Latent Unexpected Recommendations", *ACM Transactions on Intelligent Systems and Technology* (**TIST**), *11(6), pp.1-25* (2020)

[J8] Chen Zhu, Hengshu Zhu, Hui Xiong, Chao Ma, Fang Xie, Pengliang Ding, **Pan Li**, "Person-Job Fit: Adapting the Right Talent for the Right Job with Joint Representation Learning", *ACM Transactions on Management Information Systems* (**TMIS**) *9, no.3:1-17* (2018)

WORKING PAPERS & UNDER REVIEW

[W1] Pan Li, Jie Xu, D.J. Wu, Min Ding "When Interpretations and Predictions Help Each Other: A Novel Dual Learning Framework and Its Application in Visual Analytics", Second-Round Major Revision at *Information System Research* (**ISR**)

[W2] Pan Li, Alexander Tuzhilin, "Deep Pareto Reinforcement Learning for Multi-Objective Recommender Systems", Major Revision at *Management Information System Quarterly* (**MISQ**)

[W3] Moshe Unger*, **Pan Li***, Maxime Cohen, Brian Brost, Alexander Tuzhilin, "Bridging Listeners with Artists: Deep Multi-Objective Multi-Stakeholder Music Recommendations", Major Revision at *Management Science* (**MS**) (*equal contribution)

[W4] Pan Li, Alexander Tuzhilin, "A Dynamic System Framework for Modeling Consumer Trajectories and Exploring Consumer Preferences in Recommender System", Under Revision for Resubmission to *Marketing Science* (**MKSC**)

[W5] Pan Li, Alexander Tuzhilin, "I want to know more!": Measuring the Impact of Triggering Consumer Curiosity in Recommender System", Under Revision for Resubmission to *Information System Research* (**ISR**)

[W6] Pan Li, Yuyan Wang, Minmin Chen. "Modeling hierarchical User Exploration for Improving Long-Term Performance in Recommender Systems.", In Preparation for Submission to *Marketing Science* (**MKSC**)

[W7] Yuyan Wang, **Pan Li**, Minmin Chen. "The Blessing of Explainability: The Value of LLMs' Explanations in Black-Box Recommender Systems.", In Preparation for Submission to *Marketing Science* (**MKSC**)

TOP-TIER CONFERENCE PUBLICATIONS

[C1] Pan Li, Zhichao Jiang, Maofei Que, Yao Hu, Alexander Tuzhilin, "Dual Attentive Sequential Learning for Cross Domain Click-Through Rate Prediction", *Proceedings of the 27th ACM SIGKDD Conference on Knowledge Discovery and Data Mining* (**KDD 2021**)
Full Paper with Oral Presentation; Acceptance Rate: 15.4%

[C2] Pan Li, Maofei Que, Zhichao Jiang, Yao Hu, Alexander Tuzhilin, "PURS: Personalized Unexpected Recommender System for Improving User Satisfaction", *Proceedings of the 14th ACM Conference on Recommender System* (**RecSys 2020**)
Full Paper with Oral Presentation; Acceptance Rate: 18%

[C3] Pan Li, Alexander Tuzhilin, "DDTCDR: Deep Dual Transfer Cross Domain Recommendation", *Proceedings of the 13th International Conference on Web Search and Data Mining* (**WSDM 2020**)
Full Paper with Oral Presentation; Acceptance Rate: 15%

[C4] Pan Li, Alexander Tuzhilin, "Towards Controllable and Personalized Review Generation", *Proceedings of the 2019 Conference on Empirical Methods in Natural Language Processing* (**EMNLP 2019**)
Full Paper with Poster Presentation; Acceptance Rate: 24.6%

[C5] Pan Li, Alexander Tuzhilin, "Latent Multi-Criteria Ratings for Recommendations", *Proceedings of the 13th ACM Conference on Recommender Systems* (**RecSys 2019**)
Short Paper with Poster Presentation; Acceptance Rate: 19%

[C6] Pan Li, Alexander Tuzhilin, "Latent Modeling of Unexpectedness for Recommendations", *Proceedings of the 13th ACM Conference on Recommender Systems* (**RecSys 2019**)
Late-Breaking Result Track Paper with Poster Presentation; Acceptance Rate: 31%

[C7] Tong Xu, Hengshu Zhu, Chen Zhu, **Pan Li**, Hui Xiong, "Measuring the popularity of job skills in recruitment market: A multi-criteria approach", *Proceedings of Thirty-Second AAAI Conference on Artificial Intelligence* (**AAAI 2018**)
Full Paper with Poster Presentation; Acceptance Rate: 24.6%

AWARDS

INFORMS Data Science Workshop Best Reviewer Award	2024
INFORMS ISS Design Science Award	2023
NYU Fubon Doctoral Fellowship	2022-2023
WITS Conference Best Dissertation Award	2021
WITS Conference Best Student Paper Runner-Up Award	2021
SIGIR Travel Award	2020

ACADEMIC SERVICE

Program Committee: KDD, INFORMS DS Workshop, RecSys, EMNLP, ACL, CIST, WITS

Invited Reviewer: Management Science, ISR, MISQ, IEEE TKDE, ACM TIST, ACM TMIS, IEEE Intelligent System, ACL, EMNLP, AAAI, IJCAI, ICIS, CIST, WITS